The Association of National Advertisers Asks for Some Simple Information

Why Some of the 1,500 Quizzed Have Had a Hard Time Answering, and Why Two-Fifths of Them Have Found It So Hard They Haven't Answered at All.

### By SAMUEL HOPKINS ADAMS.

Suppose that you were the owner and publisher of a newspaper, to-day told the story of the wierd Suppose that your newspaper enjoyed the patronage of a long list of reputable advertisers, whose money practically supported your journal. This is true of most newspapers.

Suppose further that you opened your advertising columns not only to these honorable advertisers with sound goods to sell, but also to all manner of quacks and swindlers who preyed upon your readers and paid you liberally for acting as their agent in print. This is also true of a great many newspapers, though of a distinctly lesser number than would have been the case a few years ago.

the medium of the panderer and the lecher.

them aloud before mey decent and self-respecting gathering of your friends.

Financial or real estate "investment opportunities" which are obviously and provably dollar-traps for the unwary.

Veiled propositions to produce abortion.

Announcements of clairvoyants, palmists, fortune tellers and the like, the nature of whose business is self-convicting.

Offers of "spicy" books on private topics, "sporty" photographs, and the like.

If you have difficulty in imaging this, fortify yourself with the reflection that a vast majority of the dailies in the United States carry at least two of these classes of bunco, and that there are few, if any, large American cities wherein there is not at least one newspaper carrylarge American cities wherein there is not at least one newspaper carrying all of them. Further, that the owners and publishers of these papers are often highly reputable and decent persons in their private capacity. Final and most unpleasant supposition, suppose that an organization of the honest advertisers, whose patronage was an absolute necessity to the existence of your newspaper, abruptly brought you face to face with your own columns of filth and frauds and politely invited you to explain the journalistic principles and expound the journalistic ethics which allowed of your accepting such matter.

That is substantially what has happened to about fifteen hundred of the leading publishers of America. The body which is doing the questioning is the Association of National Advertisers, comprising in its mem-

tioning is the Association of National Advertisers, comprising in its membership such concerns as the Eastman Kodak Co., Remington Typewriter Co., Wells Fargo Co., the New York Central Lines, the Texas Co., Ivory Soap, the National Lamp Works, the Ingersoll Watch Co., the Burroughs Adding Machine, Douglas Shoes, Crofut & Knapp hats, the Alpha Cement Co., the American Multigraph Co. and many leading makers of automobiles, paints, clothing, foods, sporting goods, guns and other high-class, standard merchandise, representing the type of advertising most eagerly sought after by newspapers not only on financial grounds but also because it confers character on the medium in which it appears. This organization has sent out to a selected list of publishers the following document:

## ATTENTION OF THE PUBLISHER.

Dear Sirs: We shall greatly appreciate your furnishing us with information as to the following:

1. Do you have any special rules regarding the admission of advertising into your columns?
2. Do you accept advertisements of remedies that profess to cure

ancer or any other generally acknowledged incurable disease?
3. Do you admit advertising of the so-called "men specialists"?
4. Do you reject all "fortune-telling," so-called "harmless hair dyes," doctors who advertise "only curable cases practically accepted

5. Do you reject advertisements of real estate or financial con-

cerns that you personally would consider questionable?
6. Do you admit advertisements of so-called "matrimonial bu-

6. Do you admit advertisements of so-called "matrimonial bureaus," or of any person advertising for a wife?
7. What are your rulings on alcoholic advertisements?
8. Do you apply the same rulings on these matters to classified advertising as well as to display advertising?
9. Do you print in your publication an invitation to readers to report any case of fraud or deception by an advertiser?

Do you assist in the prosecution of such complaints?
 Awaiting your early reply, we are, very truly yours,

C. W. PATMAN, Secretary-Treasurer.

Some three-fifths of the publishers have responded. The unresponsive two-fifths doubtless have their excellent reasons for silence. I have not been privileged to see the letters received in answer, but from a fairly extensive acquaintance with the advertising mediums of the country, I should say that there must have been some agile and painful dodging cone by most of the respondents. Question No. 1 would, of course, be simple. It would be difficult to find a publication which doesn't boast some advertising rules. Even the Hearst papers have proclaimed such rules, although they are not lived up to. And, for a guess, that No. 1 query would elicit, in a considerable proportion of cases, that hoary old plea of injured innocence defending the indefensible; a line which, I am tempted to believe, many offices keep set up in type for use whenever complaint is made against their fraudulent or objectionable advertising:

"We reject yearly thousands of dollars' worth of paid

advertising which our competitors accept.'

In those instances where this statement has been made to me and I

have asked the injured publication to specify the rejections, the result has usually been blank silence. To Question No. 2 a goodly proportion could say "Not guilty" as regards cancer; much fewer in respect to tuberculosis, and only a handful when it came to Bright's disease, diabetes and the like.

Question No. 3 would also find a considerable number of publishers

with clean hands, recently clean for the most part. In New York City there is, I believe, but one English daily carrying this sort of filth. That er is, naturally, The Evening Telegram. Fortune-telling, "harmless hair dyes" and doctors who advertise to

treat only curable diseases form a somewhat curious group for No. 4. Possibly ten per cent of the leading publications would reject the copy of the seers, hardly one per cent that of the "curable disease" doctors and

few indeed that of the hair dyes.

As to Question No. 5, local pressure frequently operates to make publishers a trifle more careful about financial frauds than about other of objectionable advertising; but the crooked real estate promoter gets in

Matrimonial bureau advertising (Question 6) is not accepted by newspapers or magazines which are particular about appearances. Such newspapers as, for example, the New York Times, Evening Post, Philadelphia Public Ledger, Boston Transcript, Chicago Tribune, Springfield Republican and Kansas City Star—to mention a few of the best known dailies—would probably reject this species of copy were it offered to them. It is professionally recognized as low-class "copy.

The matter of alcoholic advertisements involves a question of policy. Some publications reject them on the ground that other advertisers object to them. The great mass of newspapers accept them without question. The Tribune permits them under a particularly rigid censorship which excludes all claims as to health-giving, food-value or tonic propertie

The point raised by Question 8 is a technical but acute one. As if to show that they are concerned not with principles, but with appearances, a considerable number of publishers-and this applies to magazines quite as much as to newspapers-who do exercise some degree of censorship over "display" advertising throw open their classified columns to any kind of enterprise that has the price, presumably on the theory that these little ads. will escape the critical eye. The defence most commonly met with is that "investigating classified matter would cost more than it is worth." An amusing instance of this carelessness in small details was af-forded some years ago by "Collier's Weekly," which, in the midst of its anti-patent medicine campaign, was publishing the lure of a quack medicine in its classified department.

To Questions 9 and 10, the almost universal answer from the news-papers would be "No." Publishers in general are much more concerned in

To furnish a basis of reform for such publications as may have had their consciences pricked or their apprehensions aroused by the printed interrogatory of the Association of National Advertisers I give below the response from "The National Farm Power," publishing several agricultural journals. It was in the farm journal field, by the way, that the advertising clean-up originated, and here also originated the guarantee of advertisements, which The Tribune was the first to apply in the daily newspaper field. Writing for "Farm and Home" of the "National Farm Power" combination, the New York manager thus replies to the questions:

New York City, November 4, 1915.

Association of National Advertisers, Fifth Avenue Building, New

TO BATTLE SPELL Jekyll-Hyde Youth, Freed,

GLAD ALL IS OVER; HE SEES NEW CHANCE

-Parent Paid Fine to Save Son from Jail.

orking in New York as an expert en- of a Federal statute. They were ar-

Suppose you knew that daily your advertising columns were full of Promises to cure diseases which any intelligent person knows to be unable.

Matrimonial bureau lures, which every sensible person knows to be medium of the panderer and the lecher.

Sexual diseases advertisements so foul that you would not dare read many aloud before many decont and self-respecting gathering of your friends. Financial or real estate "investment opportunities" which are obvisily and provably dollar-traps for the unwary.

Veiled propositions to produce abortion.

Announcements of clairvoyants, palmists, fortune tellers and the complements of clairvoyants, palmists, fortune tellers and the complement of the propositions of produce abortion.

Offers of "spicy" books on private topics, "sporty" photographs, and like.

If you have difficulty in imaging this, fortify yourself with the restion that a vast majority of the dailies in the United States carry the said "Regardless of the night fell," he said. "I could come on me as soon as the night fell," he said. "I could come on me as soon as the night fell," he said. "I could come on me as soon as the night fell, "I could come on me as soon as the jail sentence, saying he hoped in that time to be able to conquer his worse self. He was being assigned to a worse self. He was being assigned to a cell in the county jail when his father, an elderly man, rushed in and demanded to see his son. Young Crossman threw his arms about his father's neck and begged forgiveness, burying his face on the elder man's shoulder. He did not lift his head until his father had assured him he would do everything to help him.

The father, head of the G. A. Crossman & Sons Lumber Company, of Deering Junction, near Portland, Me., had rushed to Elizabeth as soon as he heard that his son was in trouble. He paid the \$60 fine and the two left the jail.

"I'm going away," Crossman explained. "We'll go to New York tonight and then to Boston."

"To a sanatorium?" he was asked.
"Perhaps. I don't know."
Crossman has no desire to return to

which he was to wed after the first of which the year lives there. He referred to Diefen the engagement in the past tense, and as he spoke of her seemed keenly alive to what he had done for the first time since his arrest.

# in hand with the most richly endowed hospitals in the city. But at a certain point, it seems to me, St. Mark's leaves them and goes on alone—on and up. For every patient who is treated in that congested place goes back to the slums a missionary of cleanliness and common sense, an annunciator of a deal that has been more than square. To the iev precision and calculation

deal that has been more than square. To the icy precision and calculation of the knife are added compassion and understanding. In the great essentials all is well in St. Mark's, but the hospital ought to be twice as big. Do your Christmas shopping at the bazaar. Be like St. Mark's—have a heart!"

Performances on the vaudeville programme at the bazaar will include Miss Julia Arthur, Mme. Bertha Kallch. Lydia Lopokova, Elsie Janis, Ethei Barrymore, Ignace Paderewski, Leo Ditrichstein, Chauncey Olcott and others. Transfers to Increase Efficiency of Squads, Commissioner Says.

PARK ROW CORNER

Police Keep Record for 25 Days of Pedestrians and Vehicles

at Principal Crossings.

CAUSES 2 ARRESTS Another move in Police Commissioner Woods's campaign to increase the effi-Deputy Revenue Collector and ciency of the traffic division of the Woman Accused of Selldepartment was announced yesterday in the transfer of two captains from the regular force to the traffic squads and John V. Diefenthaler, first deputy

a shake-up of traffic captains. revenue collector in Newark, and Miss The Commissioner also stated that for the last twenty-five days 446 traffic policemen have, by means of pocket clocks, recorded the number of pedestrians and vehicles passing on their

Captain John W. O'Connor, who, despite the fact that he is rated one of sioner Semple and released under \$1,-000 bail for a hearing to-morrow. The arrests followed an investigation the cleverest policemen on the force, has been in charge of the Glendale sta-Charles V. Duffy, internal revenue collector, had been conducting since last June, when he learned that a man named Dunn, who, he was told, was a relative of Miss Duley, had offered to sell the government list of names and addresses to a concern in New York at three cents a name. tion, Queens, for more than three years, where he was exiled by former Commissioner Bingham, is sent to take Captain William W. Duggan, of West

68th Street, well known some time ago as a detective lieutenant and partner Diefenthaler, who was one of the organizers of the Woodrow Wilson Democratic League in Essex County, was goes to take charge of Traffic B. in arrested as he stepped from a train on his return from Washington, whither he had gone with a delegation to urge the appointment of John L. Armitage, president of the Wilson league, for the Manhattan. Acting Captain Phil Gros-beack goes from Traffic B to Traffic D. Captain George Liebers leaves Traffic D to take Captain O'Connor's place at Glendale, and Captain John L. Falconer rostmastership of Newark. Miss Duley was informed of her plight at her home, 38 Franklin Street, Newark. goes from the Elizabeth Street station goes from the Linzabeth Street station to West 68th Street. Lieutenant John Noble is made acting captain and sent to command Elizabeth Street station.

The record of pedestrians and vehicles was compiled between the hours of 8:30 a, m. and 6:30 p, m. for twenty-five days.

The result of the clocking shows that Diefenthaler declined to make any statement. The penalty for the alleged offence is \$1,000 fine or a year in

The arrest of Diefenthaler, according to Collector Duffy, followed a statement by Miss Duley, in which she imfive days.

The result of the clocking shows that the traffic men direct more than 15,000,-000 persons and more than 2,000,000 vehicles each day. The record follows:
Borough of Manhattan Park Row ment by Miss Duley, in whome plicated the first deputy. After the arplicated the first deputy. After the arplicated the first deputy. After the arplicated the first deputy. One person we will be prough of Manhattan Park Row Borough of Manhattan Park Row Borough of Manhattan Park Row Browleys and Frankfort Street, taking in the Brooklyn Bridge and Third Avenue Browleys. One "L" terminal, 296,200 pedestrians and 200 vehicles.

Fifth Avenue and Thirty-fourth Street, 140,360 pedestrians and 14,360

Broadway and Forty-second Street,

2,168 vehicles.
The Bronx-149th Street and Third Avenue, 69,640 pedestrians and 7,344 vehicles.

Brooklyn-Fulton and Court streets. 41.260 pedestrians and 5.767 vehicles. Flatbush and Fourth avenues, 36,859 pedestrians and 13,975 vehicles.

# TO MARCH ON CITY HALL IN SUNDAY SALOON WAR

Delegations from 1,033 Churches Will Petition Mayor.

Delegations of five members from each of the 1,033 Protestant churches in Greater New York will march to the City Hall, when a committee of ten church officials gives the word, and petition Mayor Mitchel to more urgently enforce the law for the Sunday closing of the saloons. The movement is called "The Campaign of a Thousand

is called "The Campaign".

Churches."

The church delegations are to present the following petition:

"We, the people of Church, or organization, respectfully petition of your honor, the Mayor of the City of New York, that, in conformity with your oath of office and your duty under the city charter, you instruct the Commissioner of Police to enforce the law of the state against the sale of liquor

missioner of Police to enforce the law of the state against the sale of liquor in saloons on Sunday.

"Realizing that it will take very little of the time of the police to close the illegal Sunday saloons if the liquor men are convinced that you cannot be deceived or frightened in this matter, we urge you to make it clear to the public that you expect the law enforced and that you will cause the removal of any inspector or captain who does not secure the enforcement of this part of the liquor law."

—styles for evening as wear... An exception hat is noted for its new ness and the extreme each has been chosen.

Smart Silk Petticoa spicuous are the wearing as wear... An exception hat is noted for its new ness and the extreme each has been chosen.

Smart Silk Petticoa spicuous are the wearing as wear... An exception hat is noted for its new ness and the extreme each has been chosen.



ELSIEde WOLFE

# HEARN

Bountiful Foliday Stocks

GIFTS for Family, Relative and Friend BUSIEST IN CITY YOU SPEND HERE TO SAVE-FOR EXAMPLE:

> HERE AND THERE AROUND THE STORE What One Woman Saw-and Bought-for Gifts:-

For Men Friends and Relatives 

Men's 4-Piece Military Sets-imitation ivory with silver or imitation ivory with sil-gold finish mountings-plain or infaid.....

Finer Men's Military Sets, including many novelties, to....9.98 Full line of Safety Razors, such as Gillette, Auto Strop, Star, Gem, Ever Ready, Durham, and Duplex —also best makes in old-fashioned

For the Housewife—or the Bachelor Man or Maid with His or Her Own Little Apartment.

CUTLERY. 3-Piece Carving Sets—best American steel—antique ivory handles— sterling silver ferrules—

in holly case ..... Special 4.98 George Wostenholm English Steel Carving Sets-stag handles-in holly case ....................Special 2.98

Table Knives and Forks-fine American steel-celluloid and rubber handles-set of 6 each-in holly box..... George Wostenholm Best English

Imported Steel Poultry Shears-Imported 3-Piece Steel Carving Sets-celluloid handles-in holly case-reg. \$2.49......1.98

STERLING SILVER. Sterling Silver Candlesticks in rich Colonial designs-812 in. highper pair .....9.98

Other Sterling Silver Candlesticks-TABLE LINEN.

Fancy Pure Linen Tea and Dinner Sets plain, white and novelty colored borders hemstitched cloth and ½ doz. napkins. 4.49 to 9.98

For Her Women Friends HAIR ORNAMENTS.

Casque Combs—demi-amber shell—silver mountings with encrusted rhinestones, in exquisite floral relief—also paved styles—a special holiday value.......2.49

Barrette and Hair Pin Sets, or Comb and Hair Pin Sets-demi

shell with rhinestone borders and fine rhinestone lattice centres— array of designs, in gift display boxes—value \$3.50......2.49 JEWELRY, ETC.

Flexible Link Bracelets—jewelled with brilliant white stones set in separate platinum silver finish mountings—a decided 1915-1916 novelty—value \$5.00.......3.49

3-Piece Toilet Set—quadruple-plated silver—comb, brush and mirror—new designs in thin models —long handles—satin relief, with distinctive French gray floral

A NEW EASY-TO-MAKE-UP DRESS MATERIAL

"Rediplete" Emb'd Flouncings—sheer batiste—white, pink, lavender, hiue, and tan in white emb'y— single, double and triple flounce— 42-in.—per yard . . . . 1.25 to 2.98 17-in. embroidered widths

LINEN SQUARES-NAPKINS. Madeira Luncheon Sets-Special 2.97

Centerpiece—six plate dollies and six bread and butter plate dollies—variety of choice patterns. Cluny trimmed Scarfs-

Hemstitched or Lace Trimmed Scarfs, 

in bloodstone red and sage-brush green...Coats are cut on most approved of blouse, box and flare lines-one of the new features is the beauty-adding monk's hood that has a fur tipped

point (too bewitching for words).... Hudson seal and

White coney are the fursused to fine advantage in trimming .....

WINTER COATS

17.98 . . 24.98 . . 29.98

# Street, 28,130 pedestrians and 17,830 vehicles. The Funeral in Brooklyn. Mark's CALLED EAST SIDE'S FRIEND Governeur Morris has Support at Benefit for Hospital. "St. Mark's is the Melting Put Hase in the fourer with the most crowded gare on earth is only a broad avenue with the most crowded gare on earth is only a broad avenue, which is the marked with a first tittum which will open in Grant and the most crowded gare on earth is only a broad avenue, which is the marked with the most crowded gare on earth is only a broad avenue, which is the most crowded gare on earth is only a broad avenue, which is the most crowded gare on earth is only a broad avenue, which is the most crowded gare on earth is only a broad avenue, which is the most crowded gare on earth is only a broad avenue, which is the most crowded gare on earth is only a broad avenue, which is the most crowded gare on earth is only a broad avenue, which is the most crowded gare on earth is only a broad avenue, which is made to be indeed until the work of the last time which will be the composite of the proper and others. St. which and good master and mitrens in the further, works like a first title which will be sufficient to be a first title which will be sufficient to be a first title which will be sufficient to be a first title which will be sufficient to be a first title which will be sufficient to be a first title which will be sufficient to be a first title which will be sufficient to be a first title which will be sufficient to be a first title which will be sufficient to be a first title which will be sufficient to be a first title which will be sufficient to be a first title which will be sufficient to be a first title which will be sufficient to be a first title which will be sufficient to be a first title which will be sufficient to be a first title which will be sufficient to be a first title which will be sufficient to be a first title which will be sufficient to be a first title which will be sufficient to be a first title which will be

A few SKATING SKIRTS left A few SKATING SKIRTS left from a special purchase are....3.98 They are in golf green, Yale and Copenhagen blues—smartly made— much higher value. SKATING SKIRTS WITH PANTALETTES

Fine serges in black and white plaids must pockets that are well liked by the outdoor woman or miss-broad band of black French Coney fur above hem and on pantalettes.... Also same model developed in Yale blue broadcloth with white Coney fur

### GIFT PETTICOATS A fine profusion of practical gift hints Fashion's decree of still shorter skirts

a styles for evening as well as street wear...An exceptional assortment that is noted for its newness, its freshness and the extreme care with which Smart Silk Petticoats-con-

spicuous are the wonderful ranges of colors in taffetas, messalines and silk Jerseys—exceptional array of stylish 

Wool Jersey Petticoats—1.98 to 4.98

Taffeta or messaline flounces in black or smart changeables. Extra Size Silk Petticoatstaffetas, mensalines and silk jersey-black, light, medium and dark colors with harmon-

izing or changeable flounces in a variety of styles extra dust drop ruffle.....

# HOSIERY

makes silk stockings more necessary Women's Extra Heavy Black Silk Hose-liste lined sole, heel and toe-double silk garter top-

Women's Black Silk Hose-lisle lined sole, heel and toe-double garter top-plain or embroidered

Women's Black Silk Hose-lisle sole, heel and toc-lisle garter top-heavy weight ..... Misses' Silk Hose-lisle sole, heel

and toe-lisle garter top-black, white, pink and blue.............69 

Men's Pure Silk Hose-lisle sole, heel and toe-black, white and 

Men's Silk Plated Hose-black, white, colors .....

Sweater Sacques Carriage Robes

Full assortments Prices to wonder at Rabies' Sweater Sacques-

For the Little Ones

Dainty combinations, also white-Val. \$1.25. Bables' Eiderdown Cozles— with hood—white, with pink or blue satin ribbon—Val. \$2.49...1.85

Eiderdown Carriage Robes-

Carriage Cover Holders of wide satin ribbon, shirred on elastic or daintily trim'd with lace and handsome rosettes, some in dainties two tones—will greatly enhance the beauty of the plainest carriage cover ...... .98 to 3.49

hand painted satin ribbon-all with large satin bow. .49 to 1.49

UPHOLSTERY DEPT. is the place of places for

that will delight every member of your household. STUDY THESE ITEMS AND VALUES

White and Arabian-

NET BED SETS-from abroad-- Marie Antoinette, Lacet and Renaissance - Most exclusive designs in white and Arabian Value \$6.98..4.67 Value \$8.50..5.99 Value \$12.98..9.99

VELOURS-Furniture and Upholsten mill lengths—50 inches wide—figured and striped—every imaginable color—1% to 2% yds. long-many can be matched-value \$1.75 to \$2.98-yd.........95

COUCH COVERS-Reversible

Fine Silky Moquette-Turkish, effects or medallions ......

CURTAIN NETS AND FISH NETS-

36 to 50 inch-Most artistic weaves—real lace de

.12 4 .19 Val. .29 & .85 Val. .39 & .8

or long curtains 77 .95 1.49 1.98 2.49 2.98

Girls' Bath Robes ....

29.98

styles—assortments to meet most ex-acting demands—majority have fur collars—many are lined...Mixtures, zibelines, broadcloths, corduroys and plushes—all favorite colors.

Flannelette Night Drawers .39 to .59

PLATED WARE Following makes are popular with housewives, who know their reliability

housewives, who know their reliable will be fast sellers at these prices which include latest patterns.

Trays, Flower Baskets, four-piece
Trays, Flower Baskets, four-piece
Tray Sets, Flower Vases, Bread
Trays and other pieces—remarkably handsome designs, including
those that combine relief and
pierced work—very latest shapes—
Rogers and other reliable
makes
4.3 4.38

six knives, six forks, sugar shell, butter knife—new Colonial and fancy designs—in oak chest—

A Good Place to Meet Your Friends

FRANZ KALTENBORN, Conductor. String Orchestra in Restaurant-Third Floor.

See American, World or Herald for 32 Morning Specials on Sale Monday & Tuesday until 1 P. M.

Bables' Coat Hangers of plain or

Fine Teething Rings jade, ivory, extensive assortment ... 25 to 1.49

Sweater Sacques with hood— in gift box—some are elaborately finished by hand—full satin ruche and ribbon rosette on hood . . . . . . 1.52 to 3.08

USEFUL GIFTS

PANEL CURTAINS. Scrims and Marquisettes—
Reproductions of real Filet, Cluny,
Antique and other rich laces—
border on sides or neat dados—
White

tapestry—extra wide—Oriental rug designs—value \$4.98......3.98 Antique Tapestry-small figures or medallions.....

TABLE COVERS-Imported Mohair-plain or with borders-54x56 inch-value \$6.98......4.99

signs, including Cluny, Renaissans Brussels, Marie Antoinette, Filet, Celenial, Mexican and others—White, Ivar. Beige, Green, Rose, Nile, Gold, Blue-

Val. 59 & .69 Val. .98 & 13 NOTTINGHAM LACE CURTAINS-Showy or neat designs-for sat

FOR GIRLS Warm, cozy Garments-well made-great assortments-matchless value.

6 to 18 yrs. Jacquard blankets b light and dark—various models. 

General utility, sport and pedestrian models with a generous number of dress coats—all in height of season 

According to size-1 to 10 yrs,-clear stripes-well made.

Fruit Bowls and Dishes, Sandwich

Fruit and Fern Dishes-silver foundations-Rogers make ... 2.25 Syrup Jugs with Plate, Candle Sticks

Chest of Silver-Rogers' At and Oneida Community Silver (par plate) twenty-six pieces, includ-ing six teaspoons, six tablespoons,

Music Every Day-Main Floor-Full Concert Orchestra.

3.98

L We do have special rules regarding the admission of adver-

Goes Home with Father to Start Again.

Mind Cleared by Telling Story

Elizabeth, N. J., Dec. 11.-Sitting beside his father on a cot in his Cherry Street lodgings, Loring P. Crossman mental affliction that has made his existence as tortured as that of "Jekyll-Hyde." He told briefly, and

would come on me as soon as the raigned before United States Cemmis-

2. We do not accept advertisements of remedies that profess to cure cancer, or indeed any other sort of medical advertising.

3. We do not accept advertisements of so-called "Men Specialists."

reaus, nor of individuals advertising with a view to matrimony. We do not accept any alcoholic advertisements. as on display advertising.

No man has put the subject more clearly than S. Roland Hall, advertising manager of the Alpha Portland Cement Company, in his open letter To Thinking Advertisers" "You would not hire a pickpocket, a forger or any kind of crook as a salesman, would you? You would feel that your sales message would be ineffective if delivered by such a person. Then why employ a publication as a deliverer of your printed sales messages if that publication aids the faker—if it barters the beasted

publication commands the confidence of readers. And the publisher CANNOT SELL YOU THE CONFIDENCE OF READERS AFTER HE HAS BARTERED IT AWAY TO SHARPERS. If the publication carries 'confidence-wrecking' advertising, then the value of the space is greatly diminished for 'confidence-creating' ad-

vigorously against improper advertising, by turning over to the Post-office Department all questionable advertising received through "Conventions, speeches, resolutions etc., won't do the trick. The remedy is a firm stand by decent advertisers. And we are

quires no seventh son of a seventh son to tell which kind of apples suffers by the companionship.

"The lists offered for sale contained no information as to income or the source of income of taxpayers, but merely gave names and addresses. One complete list was disposed of and has been recovered. I learned that Miss Duley was in the habit of visiting the internal revenue office after hours and on Sundays. Then I learned that a nephew of Miss Duley had offered to sell a list of names to a man in New York From a man to whom a list had. "Perhaps. I don't know.

Crossman has no desire to return to is home in Portland until he is more ure of himself than now. The girl to hom he was to wed after the first of he year lives there. He referred to Diefenthaler was cooperating with Miss

TAX LIST BETRAYAL

Ing Names.

three cents a name.

4. We do not accept any financial advertising whatever, and on real estate we are very careful to take only those who are in good repute. On the latter we do not accept any firms who require a so-

PHELPS PUBLISHING COMPANY,

called "listing fee" in advance.

6. We do not accept advertisements of so-called matrimonial bu-8. All of the above rulings apply on classified advertising as well 9-10. We not only invite our readers to report any cases of fraud or deception by an advertiser, but we guarantee our readers against loss through any advertisements that may appear in our papers, and, in addition to that, we conduct a somewhat elaborate and detailed Service Bureau which our subscribers make very extensive use of in investigating their troubles with advertisers and

others who may not be using our papers at all. I may say that we have been very successful in affording them help through this bureau.

ORANGE JUDD COMPANY. THOMAS A. BARRETT, Manager in New York. The significant teature of the whole questionnaire is the implied attitude of a powerful and influential body of representative advertisers. They have officially evinced their interest in the company which their advertisements are compelled to keep. As there is no possibility of trade rivalryno member of the Association of National Advertisers is interested in any species of advertising represented by the questions—it follows that they are acting upon the theory that all advertising is undermined by dishonest

confidence of its readers to every swindler who has the money to buy space or serves merely the adroit swindler—the 'almost honest'

"You cannot get a proper return on your advertising unless the

We who have honest sales messages to deliver can stop all when have nonest sales messages to deliver can stop all this advertising evil by swatting 'confidence-wrecking' advertising whenever and wherever we see it, by declining to use mediums that carry such advertising, by telling publishers plainly that they must choose whom they will serve, by encouraging lay readers to protest

serving our own interests by taking such a stand." The principle is not peculiar to advertising. It is universal in trade. Advertising in a medium which opens its columns to fraud and bunco is like putting good apples into a barrel containing rotten apples. It re-